

The Washington Times

WASHINGTON, D. C.

August 1, 1911.

Mr. Business Man,
Wherever, U. R.

Dear Sir:-

How was business with you in July?

Did it go ahead of July last year?

Did it go ahead of your June business this year?

The summer months are dull, made so by negligence rather than necessity, and a business that grows in July despite this summer indifference has got something worth calling to your attention and something worth your listening to.

Which leads us to point out the July facts in the case of The Washington Times. Its July net circulation totalled 1,187,949. This is a gain of 1,149 per day over the June figures and a gain of 7,920 per day over July, 1910. (July 4th of both years eliminated.)

Newspapers usually lose circulation in the summer months; the other Washington paper publishing daily figures shows for the 24 days available a loss for July over June of 2,115 per day. The midsummer gain of The Times is therefore all the more pleasing to us and interesting to you.

Not one dollar was spent in any unusual form of promotion. There were no voting schemes, no prize contests, no crockery premiums, no canvassers, no trips. Just a constant effort to print daily a clean, sane newspaper a little better than the one of the day before, a little more complete and a little more interesting.

Isn't that the kind of a newspaper, with the consequent growth detailed above, that pays the advertiser, that reaches the people who buy, that brings returns and makes customers?

We think so. What do you think?

Very truly yours,

F. A. Walker
General Manager.

W/E